



JOIN THE ENERGY STAR® PARTNERSHIP

Some builders have a
much bigger picture of the
neighborhood they're creating



WHAT IS ENERGY STAR?

You have the opportunity and the power to make a change for the better, and the homes you build are a perfect place to start. Did you know that the typical home causes more greenhouse gas emissions than a typical car? Homes use energy produced by power plants that emit pollutants. So the less energy used, the less pollution emitted. Energy-efficient homes that qualify as ENERGY STAR are good for builders, homeowners, and the environment.

ENERGY STAR is a voluntary government program that gives people the power to reduce air pollution and greenhouse gases through energy efficiency. New homes earn the ENERGY STAR by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). Buildings and more than 35 types of residential and commercial products—including appliances, lighting, home office equipment, consumer electronics, and heating and cooling equipment—can also earn the ENERGY STAR.

By voluntarily partnering with ENERGY STAR and choosing to build ENERGY STAR qualified homes, your company becomes part of a select group that has changed for the better and gives homebuyers an opportunity to do the same.

A Proven Partnership

Currently, more than 1,500 builders are ENERGY STAR partners, and 100,000 new homes have earned the label. Here's how the partnership works:

- Join ENERGY STAR by completing a Partnership Agreement, a simple form that explains the proper use of the ENERGY STAR name and logo.
- Work with a local energy rater to ensure that your homes are designed and built to meet the ENERGY STAR guidelines.
- Affix the ENERGY STAR label on each qualifying home.
- Use ENERGY STAR promotional materials and techniques to gain market advantage for your energy-efficient homes.

There is no cost to partner with ENERGY STAR or to use ENERGY STAR promotional materials.

"Our subcontractors send their best crews because they know their work will be inspected."

ENERGY STAR Partner Astoria Homes, Nevada



THOUSANDS OF BUILDERS HAVE
CHOSEN TO QUALIFY THEIR
HOMES AS ENERGY STAR

WHAT MAKES A HOME ENERGY STAR?

1. It meets EPA guidelines for energy efficiency—and consistently exceeds standard home performance. ENERGY STAR qualified homes are at least 30% more energy efficient than homes built to the National Model Energy Code or 15% more efficient than the state energy code, whichever is more rigorous.
2. It has important energy-efficient features such as:
 - Effective Insulation Levels
 - Energy-Efficient Heating and Cooling Equipment
 - Tight Ducts
 - Tight Construction
 - High-Performance Windows
3. It is third-party verified using one of two methods, both requiring on-site inspections and diagnostics:
 - A Home Energy Rater, using the Home Energy Rating System (HERS), evaluates home plans and specifications to pinpoint specific, cost-effective improvements needed to qualify a home for the label.
 - Builder Option Packages (BOPs) offer a set of construction specifications for a specific climate zone that will enable a home to qualify for the label.

ENERGY STAR QUALIFIED HOMES ARE
SIGNIFICANTLY MORE ENERGY EFFICIENT
THAN HOMES BUILT TO STANDARD CODE

"We've experienced a 72-percent drop in quality related callbacks."

ENERGY STAR Partner Gunstra Homes, Indiana



WHILE OTHER BUILDERS CLAIM
THEIR HOMES ARE ENERGY EFFICIENT,
ENERGY STAR PARTNERS PROVE IT

WHY IS ENERGY STAR GOOD FOR YOUR CUSTOMERS?

Lower Utility Costs

Compared with standard homes, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and hot water heating. Homeowners can save \$200–\$400 annually on their utility bills.

Quieter/More Comfortable Homes

The energy-efficient features of ENERGY STAR qualified homes keep out excessive heat, cold, and noise and ensure consistent temperatures between and across rooms—making these homes more comfortable.

Healthier Homes

Tightly constructed homes and ductwork can more effectively block dust, moisture, pollens, pests, and other pollutants from entering homes and wall assemblies, improving indoor air quality.

Advanced Technology

Consumers are increasingly attuned to the benefits of new technology. With the ENERGY STAR label, they can be assured their new homes use the latest in energy-efficient technologies to improve performance while lowering monthly costs.

Good Investments

The features and performance advantages associated with a home that has earned the ENERGY STAR can often translate into higher resale value.

Environmental Protection

Because ENERGY STAR qualified homes use less energy, they help reduce pollution—an added benefit for today's environmentally conscious homebuyers.

"We experienced a 20-percent rise in October sales over the previous year."

ENERGY STAR Partner Cambridge Homes, Florida

WHY DO BUILDERS PARTNER WITH ENERGY STAR?

Recognition

Partnering with ENERGY STAR distinguishes builders as leaders in efficient construction and environmental stewardship, providing valuable recognition and market advantage. Consumers increasingly recognize and choose ENERGY STAR.

Enhanced Customer Satisfaction

The energy-efficient features built into ENERGY STAR qualified homes translate into impressive value and comfort for customers.

Increased Revenue

Built-in energy-saving features can increase revenue on every ENERGY STAR qualified home. In addition, the savings on energy may allow buyers to afford upgrades, further increasing your income.

Program Flexibility

Builders can choose among “tried and true” energy efficiency features to meet ENERGY STAR guidelines. Preferred designs, layouts, or option packages do not need to change.

Access to Support

ENERGY STAR partners have access to technical and marketing tools at no cost. These include:

- ENERGY STAR Labels and Logos
- Point of Sale Tools
- Consumer Brochures and Fact Sheets
- Sample Advertisements
- Listing on the ENERGY STAR Web Site
- Achievement Awards
- Verification Guidance
- Publicity Kits

To learn more, visit our Web site at www.energystar.gov/homes.



United States Environmental Protection Agency

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